PUBLIC SELECTION BASED ON QUALIFICATIONS AND INTERVIEW FOR THE AWARDING OF NO. 1 EARLY STAGE GRANT LASTING 12 MONTHS FOR CONDUCTING RESEARCH PURSUANT TO ART. 22 OF LAW NO. 240/2010 AT THE DEPARTMENT OF MANAGEMENT, INFORMATION AND PRODUCTION ENGINEERING (SC 09/B3 - BUSINESS AND MANAGEMENT ENGINEERING - SSD ING-IND/35 - BUSINESS AND MANAGEMENT ENGINEERING) - TYPE B

announced with decree of the Rector Rep. no 515/2018 of 26.07.2018 and posted on the official registry of the University on 26.07.2018

RESEARCH PROJECT

"***Analysis of revenue management strategies in the service industries and particularly in air transport industry***"

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The proposed research project focuses on revenue management (RM) strategies. Revenue management characterizes an increasingly number of industries, especially service ones, such as transportation and mobility, turism, and entertainment.
Revenue management strategies are based on a dynamic management of both prices and offered quantities, trying to deal with different consumers' price elasticity and willingness to pay, which may increase revenues up to 5-10%.
The increasing usage of revenue management leads to new research questions: some consumers respond to revenue managed prices by strategically timing their purchases, thus contemporaneously affecting the optimal pricing strategy. Furthermore, it is important to understand how RM pricing strategies differ with respect to the degree of competition in the market. Finally, it would be interesting in to explore the different approaches and optimal algorithms related to the different RM strategies.
This project has the aim to analyse the relationship between RM pricing strategies and consumers behaviour, with a particular focus on the impact of price volatility on consumers purchasing decision. Moreover, the project has the objective to compare two main approaches of revenue management, namely dynamic pricing (pricing-based RM) and capacity control (quatity-based RM).
In details, the research protect focuses on the air transport industry, complementing the consolidated knowledge of the group of research, relying on the databases at the institution and department disposal and integrating them.